MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BIC1014 – INFORMATION SYSTEMS CONCEPTS

(All sections / Groups)

23 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 6 pages only.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers in Section A in the OMR provided and all your answers in Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. What is price transparency?
   A. The ease with which sellers can set a variety of prices in a market.
   B. The ease with which consumers can find out a variety of prices in a market.
   C. The ease with which consumers can hide a variety of prices in a market.
   D. The ease with which sellers can hide a variety of prices in a market.

2. What is cost transparency?
   A. The ability of sellers to fix the actual costs for products.
   B. The ability of sellers to fix the actual prices for products.
   C. The ability of consumers to discover the actual costs merchants pay for products.
   D. The ability of consumers to fix the actual costs for products.

3. What is price discrimination?
   A. Selling the same goods, or nearly the same goods at different prices.
   B. Selling the same goods, or nearly the same goods to different groups of people.
   C. Selling the different goods, or nearly the same goods, to different targeted groups at different prices.
   D. Selling the same goods, or nearly the same goods, to different targeted groups at different prices.

4. Information asymmetry exists when _____
   A. both parties share same amount of information.
   B. one party in a transaction has more information that is important for the transaction than the other party.
   C. both parties receive little amount of information.
   D. one party in a transaction has same information that is important for the transaction than the other party.

5. What is dynamic pricing?
   A. The price of a product varies depending on the demand characteristics of the customer or the supply situation of the seller.
   B. The price of a product varies depending on the demand characteristics of the customer only.
   C. The price of a product varies depending on the supply situation of the seller only.
   D. None of the above.

6. Which item of the following is not included in the e-commerce presence map?
   A. Website
   B. E-Mail
   C. Handphone number
   D. Offline media

Continued...

7. Which of the following is NOT a business driver of information systems?
   A. Customer and supplier intimacy
   B. Improved decision making
   C. Survival
   D. Rivalry

8. Using information systems effectively requires an understanding of the following dimensions except _____
   A. Organization
   B. Technology
   C. People
   D. Environment

9. Private intranets extended to authorised users outside the organization are called _____.
   A. Internet
   B. Extended intranet
   C. Extranet
   D. Sub-internet

10. The hierarchy of management is composed by the following except _____.
   A. supervisory management
   B. senior management
   C. middle management
   D. operational management

11. Which of the following dimensions of e-commerce technology can deliver rich messages with text, audio, and video simultaneously to large numbers of people?
   A. Ubiquity
   B. Personalization/customization
   C. Richness
   D. Interactivity

12. Which of the following best illustrates the sales revenue model?
   A. eBay receives a small fee from a seller if a seller is successful in selling an item.
   B. Apple accepts micropayments for single music track downloads.
   C. Pandora provides basic services for free, but charges a premium for advanced services.
   D. Yelp receives a fee after steering a customer to a participating website where he or she makes a purchase.

Continued...

13. What is the difference between personalization and customization, as applied to e-commerce technologies?
    A. Customization is any type of adjustment made to a product by the user; personalization refers to a business changing a product or service for the user.
    B. Personalization is any type of adjustment made to a product by the user; customization refers to a business changing a product or service for the user.
    C. Personalization refers to adjusting marketing messages for a consumer; customization refers to adjusting a product or service based on a user's preferences.
    D. Customization refers to adjusting marketing messages for a consumer; personalization refers to adjusting a product or service based on a user's preferences.

14. Which types of decisions are more prevalent at middle organizational levels?
    A. Procedural decisions
    B. Unstructured decisions
    C. Structured decisions
    D. Semi-structured decisions

15. What is the name of a decision support tool that asks what-if questions repeatedly to predict outcomes in a variety of situations?
    A. Pivot table
    B. Predictive analytics
    C. Ad hoc query
    D. Key performance indicators

16. _____ is a method of slicing digital messages into parcels, sending them along different communication paths as they become available, and then reassembling them at destination.
    A. Circuit switching
    B. Packet switching
    C. Packet routing
    D. Telephone switching

17. The most appropriate wireless networking standard for creating LANs is _____
    A. WiMax.
    B. Bluetooth.
    C. WiFi.
    D. VPN

18. _____ refers to methods, policies, and organizational procedures that ensure safety of an organization's assets; accuracy and reliability of its accounting records; and operational adherence to management standards.
    A. Control
    B. Benchmarking
    C. Security
    D. Protocol

Continued...

19. Sniffer refers to _____
A. setting up fake Web sites to ask users for confidential information.
B. redirecting users to a fraudulent Web site even when the user has typed in the correct address in the Web browser.
C. pretending to be a legitimate business's representative in order to garner information about a security system.
D. eavesdropping program that monitors information traveling over a network.

20. Which of the following is NOT an example of identity management.
A. Password.
B. Debit card.
C. Smart card.
D. Voice.

(Total: 20 marks)

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SECTION B: Structured Questions (80 Marks)

QUESTION 1

Assuming that you are an Information Technology consultant and a managing director of a pharmaceutical company which is interested in investing in information systems and technologies. You are required to:

(a) Identify and explain **FOUR (4)** important business objectives, with an example of each, that the pharmaceutical company could achieve when investing in information systems and technologies. (12 marks)

(b) Suggest and briefly describe **FOUR (4)** main enterprise applications that the managing director could implement for his pharmaceutical company. (8 marks)

(Total: 20 marks)

QUESTION 2

(a) Ali runs an insurance agency and is keen to setup a computer network in his agency that will assist his staff in communicating with customers, suppliers and among themselves instantly and conveniently. Advise Ali by providing **FIVE (5)** components that must be made ready in order to setup a computer network. (10 marks)

(b) Discuss **FIVE (5)** Internet vulnerabilities that apply to a global enterprise. (10 marks)

(Total: 20 marks)

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QUESTION 3

(a) Technology alone is often not enough to make an organization more competitive, efficient, or quality-oriented. The organization itself needs to change to take advantage of the power of information technology. These changes may require minor adjustments in the work activities, but, often entire business processes will need to be redesigned. Business process management (BPM) is an approach that aims to improve business processes continuously. BPM uses a variety of tools and methodologies to understand existing processes, design new processes, and optimize those processes.

Identify the **FIVE (5)** steps of BPM that an organization can practice to improve its work activities. (10 marks)

(b) Explain BYOD (Bring Your Own Device). Evaluate how companies describe the advantages and disadvantages of BYOD to the companies.

(10 marks)

(Total: 20 marks)

QUESTION 4

(a) Building a successful e-commerce presence requires a keen understanding of business, technology, and social issues as well as use of a systematic approach.

(i) Examine **TWO (2)** most important management challenges in building a successful e-commerce presence. (4 marks)

(ii) Draw an e-commerce presence map that requires firms to consider the **FOUR (4)** types of presence, with specific platforms and activities associated with each.

(6 marks)

(b)

(i) Explain the term 'business analytics'. (1 mark)

(ii) Describe how predictive analytics, big data analytics and location analytics techniques in business analytics support decision making, with an example for each technique. (9 marks)

(Total: 20 marks)

End of Paper